THE BO$$ B*TCH CUSTOM GPTs

TERMS OF USE

LUNA™, LYRA™, VEGA and Mamma Simba

Version 2.0
Original version: 1 February 2024
This version updated and effective: 10 November 2026
hello@thebrand-edit.uk

Position. Personality. Profit.

VERSION 2.0, UPDATED 10 NOVEMBER 2026 | ORIGINAL VERSION 1 FEBRUARY 2024

The BO$$ B*TCH GPTs are closing on 11 December 2026

OpenAI is retiring custom GPTs across ChatGPT. The BO$$ B*TCH Custom GPTs are scheduled to stop running on 11 December 2026. After that date you will no longer be able to access them. This date is set by OpenAI, not by us, and OpenAI may change it.

What is being discontinued

- The BO$$ B*TCH Custom GPTs on OpenAI, including LUNA™, LYRA™, VEGA and Mamma Simba in their custom GPT form.
- The BO$$ B*TCH project, BO$$ AI and PRISM AI™, which will be discontinued.
- Your chats may still be visible in your own ChatGPT history, but that is controlled by OpenAI and we cannot guarantee it.

What happens next

To protect the work that went into the project, we have taken the same foundations and built on them. The methodologies for four of the characters, LUNA™, LYRA™, VEGA and Mamma Simba, have been expanded and rebuilt as new products.

- They are available as a skill, as a project, or as the full methodology written out in detail.
- They can be used on both ChatGPT and Claude.
- They are new, separate products and are sold separately, at an additional charge.

How the products relate

The custom GPT was a product in its own right, in the same way that the online hub, the skill, the project and the methodology are each products now. Buying one product does not include any other. Access to the custom GPTs does not carry over to the new versions, and these terms continue to apply to the custom GPTs until they close.

Questions about these changes can be sent to hello@thebrand-edit.uk.

Nothing in this notice affects your statutory rights.

The short version

The BO$$ B*TCH Custom GPTs are digital tools that run on other companies' platforms. Access is not lifetime access. The GPTs can change, move or be retired as those platforms change, sometimes without notice. Please read the full terms below.

1. About these terms

These terms apply to The BO$$ B*TCH Custom GPTs, the AI characters created by The Brand Edit™, including LUNA™, LYRA™, VEGA and Mamma Simba, and any character we add later. We call them "the GPTs".

"We", "us" and "our" mean The Brand Edit™, based in West Yorkshire, England. "You" means the person who buys or uses the GPTs.

By buying, opening or using the GPTs you agree to these terms. If you do not agree, please do not use them.

2. What you are getting

You are getting a personal, non exclusive, non transferable licence to use the GPTs for your own business and personal development.

You are not buying the GPTs themselves, the instructions behind them, the methodologies or any software. Those stay ours.

The GPTs are digital tools hosted on platforms owned by other companies. They are not a coaching service, a done for you service or one to one support.

3. This is not lifetime access

Access to the GPTs is not lifetime access, and we do not promise access for any fixed or minimum period unless we have confirmed one to you in writing at the point of purchase.

Your access lasts for as long as we choose to offer the GPTs and for as long as the platform they run on continues to support them in their current form.

Words such as "ongoing" or "continued" access, wherever they appear in our marketing, mean access for the life of the product, not for your lifetime or ours.

4. Third party platforms

The GPTs run on third party technology, including ChatGPT by OpenAI. We do not own, run or control those platforms.

- You need your own account with the platform, and you may need a paid plan. Platform fees are separate and are your responsibility.
- The platform can change its features, pricing, rules or availability at any time, including removing the custom GPT feature completely.
- You must follow the platform's own terms and usage policies when you use the GPTs.
- We are not responsible for downtime, errors, lost chats, account restrictions or any decision made by the platform.

If a platform changes or removes something the GPTs depend on, that is outside our control and is not a breach of these terms by us.

5. Changes to the GPTs

The online space moves fast, and the GPTs move with it. We may update, improve, rename, restructure, replace, move or retire any GPT at any time.

Where a change is caused by a third party platform, or is needed for security, legal or technical reasons, it may happen without notice.

Where the change is our own decision, we will aim to tell you in advance through our usual channels, such as email or our community space, but we are not required to contact each user individually.

A change may include moving the GPTs to a different platform or format, for example a different AI tool, a project file or a set of instructions you install yourself. If we provide a replacement, it may look and work differently from the original.

We are not required to keep any GPT, feature, personality or version available, and a change or retirement does not entitle you to compensation beyond any rights the law gives you.

6. AI output and your responsibility

The GPTs produce AI generated responses. Those responses can be wrong, incomplete, out of date or unsuitable for your situation.

- Nothing the GPTs say is medical, mental health, legal, financial or tax advice, and they are not a substitute for a qualified professional.
- The GPTs are characters with strong personalities and adult language. Their tone is part of the product.
- We do not guarantee any result, including income, sales, followers, reach or business growth.
- You are responsible for checking anything the GPTs produce before you rely on it, publish it or act on it.
- Do not enter confidential, sensitive or personal information you would not want processed by a third party platform.

7. What you must not do

- Share your access link, or let anyone else use your access.
- Sell, resell, rent, licence or give away the GPTs or anything taken from them.
- Copy, extract, reverse engineer or try to reveal the instructions, prompts or knowledge behind the GPTs.
- Use the GPTs or our methodologies to build a competing product.
- Use the GPTs for anything unlawful, harmful or abusive.

If you break these rules we may remove your access immediately, without refund, and take any further action open to us.

8. Intellectual property

The characters, names, personalities, methodologies, frameworks, instructions, written content and branding are owned by The Brand Edit™ and protected by intellectual property law.

Content you create for your own business using the GPTs is yours to use. Our underlying material is not.

9. Payments and refunds

The GPTs are digital content, supplied immediately. By buying, you ask us to give you access straight away and you accept that your right to cancel under the 14 day cooling off period ends once access begins.

Because of this, payments are non refundable, except where the law gives you a right to a remedy.

10. Our responsibility to you

We provide the GPTs as they are and as available. As far as the law allows, we are not liable for loss of profit, loss of business, loss of data, loss of opportunity, or any indirect loss arising from your use of the GPTs, or from them being changed, moved, unavailable or retired.

If we are found liable to you, our total liability is limited to the amount you paid us for the GPTs.

Nothing in these terms limits or excludes liability for death or personal injury caused by negligence, for fraud, or for anything else that cannot be limited by law. If you are a consumer, nothing in these terms affects your statutory rights.

11. Changes to these terms

We may update these terms as the technology, the platforms and the law change. The current version is the one published on the date shown on this document, and it replaces any earlier version from that date.

If you keep using the GPTs after an update, you accept the updated terms.

12. General

If any part of these terms is found to be unenforceable, the rest still applies.

If we do not enforce a right straight away, we can still enforce it later.

These terms are governed by the law of England and Wales, and the courts of England and Wales will deal with any dispute. If you are a consumer living elsewhere in the UK, you can also bring a claim in your home courts.

13. Contact

Questions about these terms can be sent to hello@thebrand-edit.uk.

Version history

Version 1.0, original version, 1 February 2024.

Version 2.0, this version, updated and effective 10 November 2026. It replaces version 1.0 from that date.